

DOI 10.19503/j.cnki. 1000-2529. 2018. 03. 020

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The Media Presentation and Construction of China's National Image

—Based on the Survey of the Reports on the Nineteenth National People's
Congress of the Communist Party of China by the Overseas Edition of People's Daily

LI Qi

Abstract As the main media for external communication the overseas edition of People's Daily has a social mission to build China's image known as a classic case among the mainstream media in terms of international communication and social influence. It applies the narrative strategy of the people's perspective the way of story telling and the symbol of the other. It has deepened the original conference report and made a vivid description of China's all-round and multi-angle development in the past five years. It constructs the Chinese image of prosperity democracy harmony and peaceful rise and paints a picture of a society in peace. These efforts have deconstructed the "stereotype" of China which have amazed the whole world and are helping with the exploration of the identity of the Chinese people in the context of globalization.

Key words national image collective memory people's narration the other narration reports on the nineteenth National People's Congress of the Communist Party of China